GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3968
ANSWERED ON:17.08.2001
COVERAGE OF OLYMPIC EVENTS
SHEESH RAM SINGH RAVI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan sent a 15-Member team to cover the Sydney Olympics;

(b) if, so the reasons therefor, when the International Olympic Committee was taking care of all the technical aspects of telecasting the event live to public broadcasters and Doordarshan was getting six feeds everyday from different venues;

(c) the details of the amount spent by Doordarshan on all the events;

(d) whether the Doordarshan has been recovered the expenditure as well as made some profit;

(e) if so, the details thereof;

(f) if not, the reasons therefor; and

(g) the steps taken/proposed to be taken by the Government to fix the responsibility on the officers for causing financial loss of the Doordarshan?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Yes, Sir.

(b): Prasar Bharati have intimated that in order to bring live customised coverage of sports events with commentary from the point of view of the participating Indian sports contingent and round the clock telecast of the events on its sports channel, it had deputed a team, along with three non-official commentators, to Sydney to cover Olympics, 2000.

(c): Details of the amount spent by Doordarshan are as follows:

1. Rights Fee Rs. 11,63,68,646/-

2. Tech. Costs Rs. 2,80,59,980/-

3. TA/DA Rs. 21,53,900/-

4. Space Booking Rs. 62,57,156/-

Total Rs. 15,28,39,682/-

(d) to (f): Prasar Bharati have intimated that Doordarshan could recover Rs. 8,50,50,000/- which included a revenue of Rs. 1.08 crore from in-house marketing and Rs. 7.50 crore from the encashed bank guarantee of M/s. Pritish Nandy Communications Pvt. Ltd. because of its withdrawal from the assignment. Doordarshan had no alternative but to arrange for in-house marketing on short notice.

(g): Since marketing process needs to be initiated well in advance, sudden withdrawal by the agency left no scope for Doordarshan to recover the full expenditure. Bank Guarantee of the agency, which was responsible for the loss, has already been encashed. No action is required to be taken against any official in this regard.